Doc description: Information Disclosure Statement (IDS) Filed

U.S. Patent and Trademark Gibbs, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid ONE control number.

	Application Number		10020094	
	Filing Date		2001-12-13	
NFORMATION DISCLOSURE	First Named Inventor	Thom	as E. Coverstone	
STATEMENT BY APPLICANT Not for submission under 37 CFR 1.99)	Art Unit		2617	
	Examiner Name	D AG	OSTA, Stephen M.	
	Attorney Docket Numb	er	8931,002,NPUS0	

					U.S.I	PATENTS			Remove	
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue D	ate	Name of Pate of cited Docu	entee or Applicant ment	Releva	Columns,Lines where int Passages or Relev s Appear	
	1	7680796		2010-03	-16	Yeh, Leslie at	al.			
If you wis	h to ad	d additional U.S. Pater	nt citatio	n informa	ation pl	ease click the	Add button.		Add	
U.S.PATENT APPLICATION PUBLICATIONS Remove										
Examiner Initial*	Cite N	Publication Number	Kind Code ¹	Publicat Date	tion	Name of Pate of cited Docu	entee or Applicant ment	Releva	Columns,Lines where int Passages or Relev s Appear	
	1									
If you wis	h to ad	d additional U.S. Publi	shed Ap	plication	citation	information p	lease click the Ade	d button	Add	
				FOREIG	N PAT	ENT DOCUM	ENTS		Remove	
Examiner Initial*	Cite No	Foreign Document Number ³			Kind Code4	Publication Date		e or F	vhere Relevant Passages or Relevant	T5
	1									
If you wis	h to ad	d additional Foreign Pa	atent Do	cument	citation	information pl	ease click the Add	button	Add	
	FOREIGN PATENT DOCUMENTS Examiner Cite No wish to add additional U.S. Published Application citation information please click the Add button. FOREIGN PATENT DOCUMENTS Remove Pages. Columns, Lines where Relevant Passages or Relevant Pass									
Examiner Initials*	Cite	(book, magazine, journ	nal, seria	al, sympo	osium,	catalog, etc), o				T5

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

 Filing Date
 2001-12-13

 First Named Inventor
 Thomas E. Coverstone

 Art Unit
 2617

 Examiner Name
 D AGOSTA, Stephen M.

10020094

8931.002.NPUS0

Application Number

Attorney Docket Number

(Not for submission under 37 CFR 1.99)

1	Genasys to leverage GyPSii OpenExperienceO API for killer mobile social app, Feb. 12, 2010, 3 pages, Genasys, Amsterdam, The Netherlands, Ibszone.com, Spatial Media, LLC, Washington D.C.	
2	NAVTEQ, LocationPoint Advertising Selected by Nobex Technologies Hyper-targeted, location aware advertising inventory available on Nobex Radio Companion, Press Center, Feb. 15, 2010, corporate.navteq.com/webapps	
3	BUTCHER, DAN, Apple blocks location-based in-app advertising, Feb. 18, 2010, 4 pages, mobilemarketer.com/cms/ news/advertising/5430.print, Mobile Marketer, New York, NY, USA.	
4	TAYLOR, MARISA, In-Car Navigation on the IPhone, Wall Street Journal, Feb. 20, 2010, 2 pages, WSJ.com, New York, NY, USA.	
5	What we do - Communith & Entertainment, web page, download Feb. 23, 2010, one page, genasys.com, Genasys, Madrid, Spain.	
6	What we do - Proximity Info. and Advertising, web page, download Feb. 23, 2010, one page, genasys.com, Madrid, Spain.	
7	Facts about Google's acquisition of Admob, web page, download Feb. 23, 2010, one page, google.com, Google, Mountain View, CA.	
8	Facts about Google's acquisition of Admob, Frequently Asked Questions, web page, download Feb. 23, 2010, two pages, google com, Google, Mountain View, CA.	
9	ALVAREZ, MARK, The Most Popular Location-Based App isn't Foursquare, it's MyTown, L'Atelier, Feb. 25, 2010, 3 pages, San Francisco, CA, USA.	
10	SIEGLER MG, Apple Gets Location Fever Too In The App Store, TechCrunch, Mar. 17, 2010, techcrunch. com/2010/03/17, California, USA.	
11	TechCrunch, Adverse To Adverts? Mobclix's SDK Brings Targeted Advertisements To The iPad, web page, download, Mar. 18, 2010, 4 pages, ismashphone.com/2010/03/18, California, USA.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /SD/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number		10020094
Filing Date		2001-12-13
First Named Inventor	Thom	as E. Coverstone
Art Unit		2617
Examiner Name	D AG	OSTA, Stephen M.
Attorney Docket Numb	er	8931.002.NPUS0

12	ANKENY, JASON, Google: One in three mobile searches has local intent, web page, download, Mar. 22, 2010, one page, FierroeWireless.com.	
13	ROA, LEENA, NileGuide Unveils New Location-Based iPhone App For Travel Recommendations On The Go, TechCrunch, Mar. 23, 2010, techcrunch.com/2010/03/23, California, USA.	
14	MANDESE, JOE, Apple Poised To Univeil 'IAD,' New Mobile Ad Platform is Jobs' 'Next Big Thing', MediaPost News, March 26, 2010, mediapost.com/publications, New York, NY, USA.	
15	SPENCE, NICK, Rumour. Apple 'lAd' mobile ad platform coming soon?, MacWorld.co.uk, March 29, 2010, macworld.co.uk/mac/news, London, UK.	
16	JUSTIN, Bluetooth Proximity Marketing Does Work, Here's Three Successful Case Studies, web page download, April 6, 2010, 4 pages, www.mobilemarketingwatch.com.	
17	KINCAID, JASON, Apple Announces iAd Mobile Advertising Platform, TechCrunch, April 8, 2010, techcrunch. com/2010/04/08, California, USA.	
18	Apple, Inc., Apple Previews iPhone OS 4, Press Release, April 8, 2010, 5 pages, Apple, Inc.	
19	Acuity Mobile eMAP, web page downloaded April 13, 2010, 2 pages, Acuity Mobile, Washington, DC.	
20	Acuity Mobile 5 Dimensions of Spot Relevance, web page downloaded April 13, 2010, 2 pages, Acuity Mobile, Washington, DC.	
21	NAVTEQ, Media Solutions, April 7, 2010, accessed on navteqmedia.com/pressroom/video.	
22	NAVTEQ, Media Solutions, April 7, 2010, accessed on navtegmedia.com/pressroom/video (transcript).	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /SD/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

 Application Number
 10020094

 Filing Date
 2001-12-13

 First Named Inventor
 Thornas E. Coverstone

 Art Unit
 2617

 Examiner Name
 D AGOSTA, Stephen M.

 Attorney Docket Number
 8931.002.NPUS0

If you wish to add addi	tional non-patent literature document o	itation information please click the Add bu	utton Add
	EXAMIN	ER SIGNATURE	
Examiner Signature	/Stenhen D Agosta/	Date Considered	06/29/2010

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.